

FIG. 1

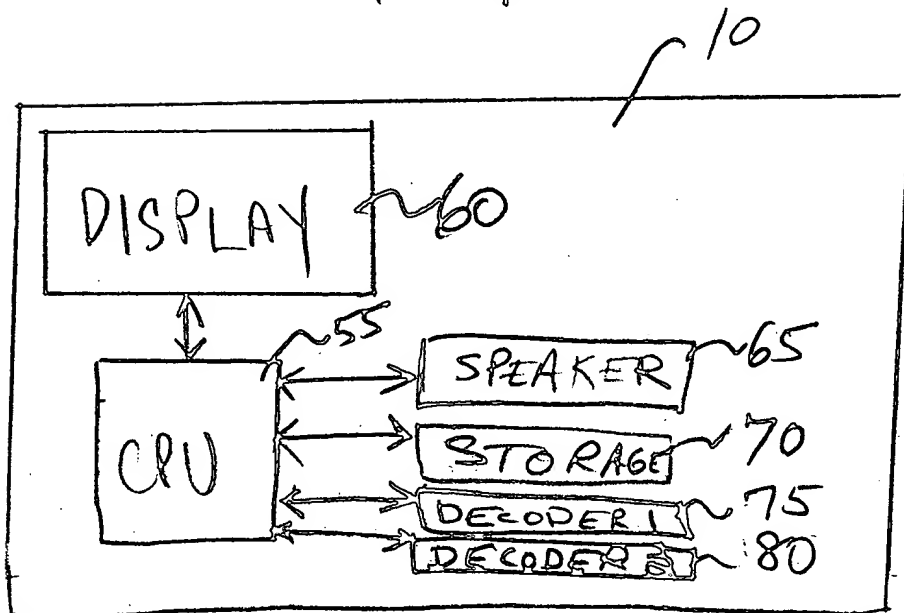


FIG. 2

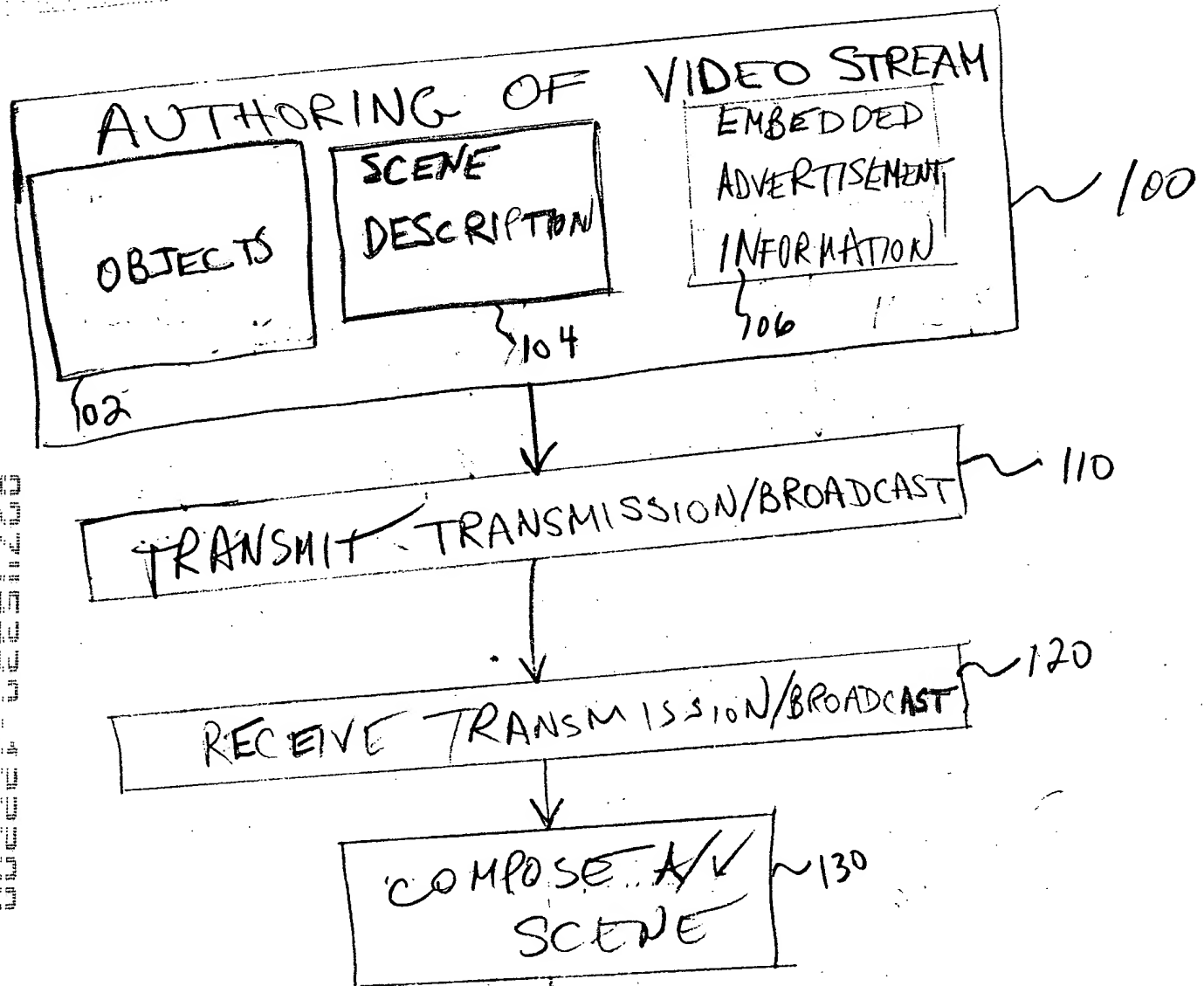


FIG. 3A

FIG. 3B

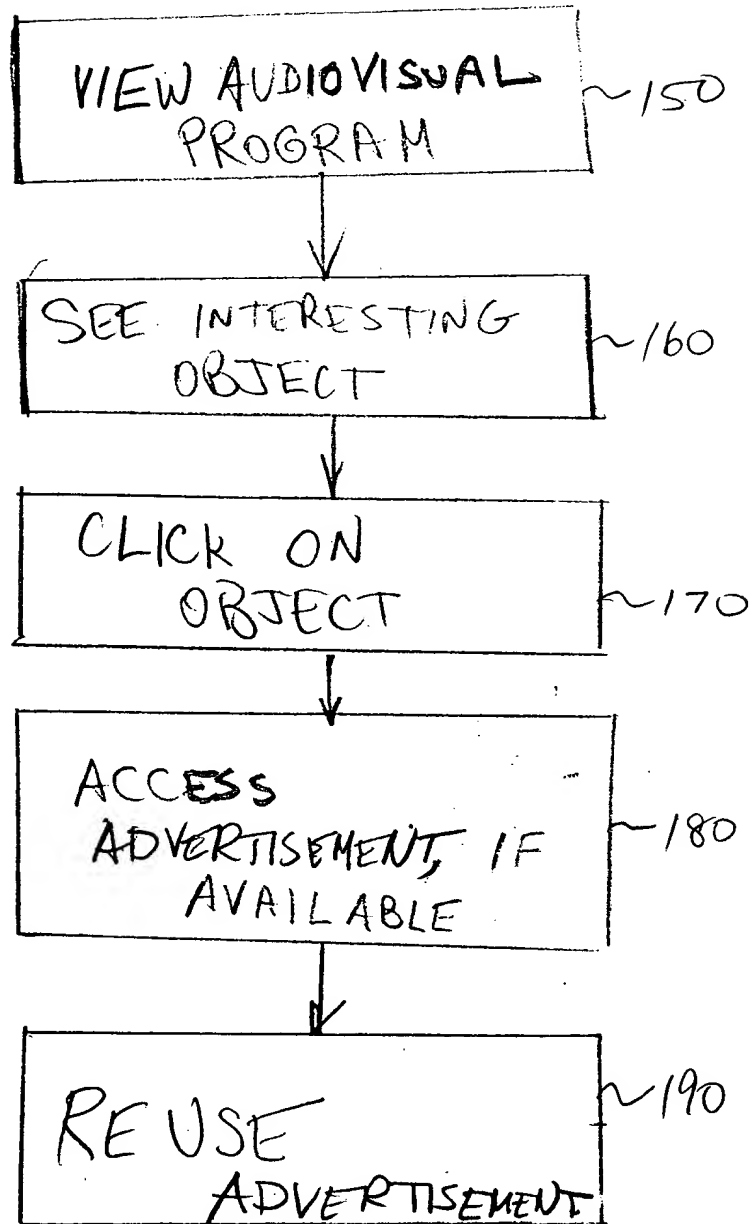


FIG. 4

200



Ad 265

Formatted Product Information

200

Category ~ 212
Price ~ 214

Text Description ~ 216

Audio/visual Presentation ~ 218

- bookmark ~ 222
- capture ~ 224
- view ~ 226
- download ~ 228

Car

\$\$\$\$

BMW Roadster

Released 1299

9 colors



www.bmw.com

Web links

Fig. 5

PS

Let's make things better.

USER PROFILE

Please specify what advertisement categories you wish to view by highlighting the categories of interest

CARS
Electronic Gadgets
Widgets


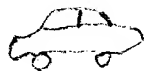
235

230

F16.6

SUMMARY OF ADVERTISEMENTS - VIDEO 1

240

1.	APEX PRODUCE		30 sec. Begins 6 min. after start of video	20% off this week on apples
2.	BIG DEPARTMENT STORE	2	30 sec Begin 6:30 min. after start of video	Special on Furniture and Jewelry
3.	QUALITY CAR DEALER		60 sec Begin 13:00 min. after start of video	2.9% Financing on 3 models

250
CLICK TO
PLAY VIDEO

251
CLICK
TO PLAY
VIDEO

FIG. 7

MULTI-LEVEL SUMMARY

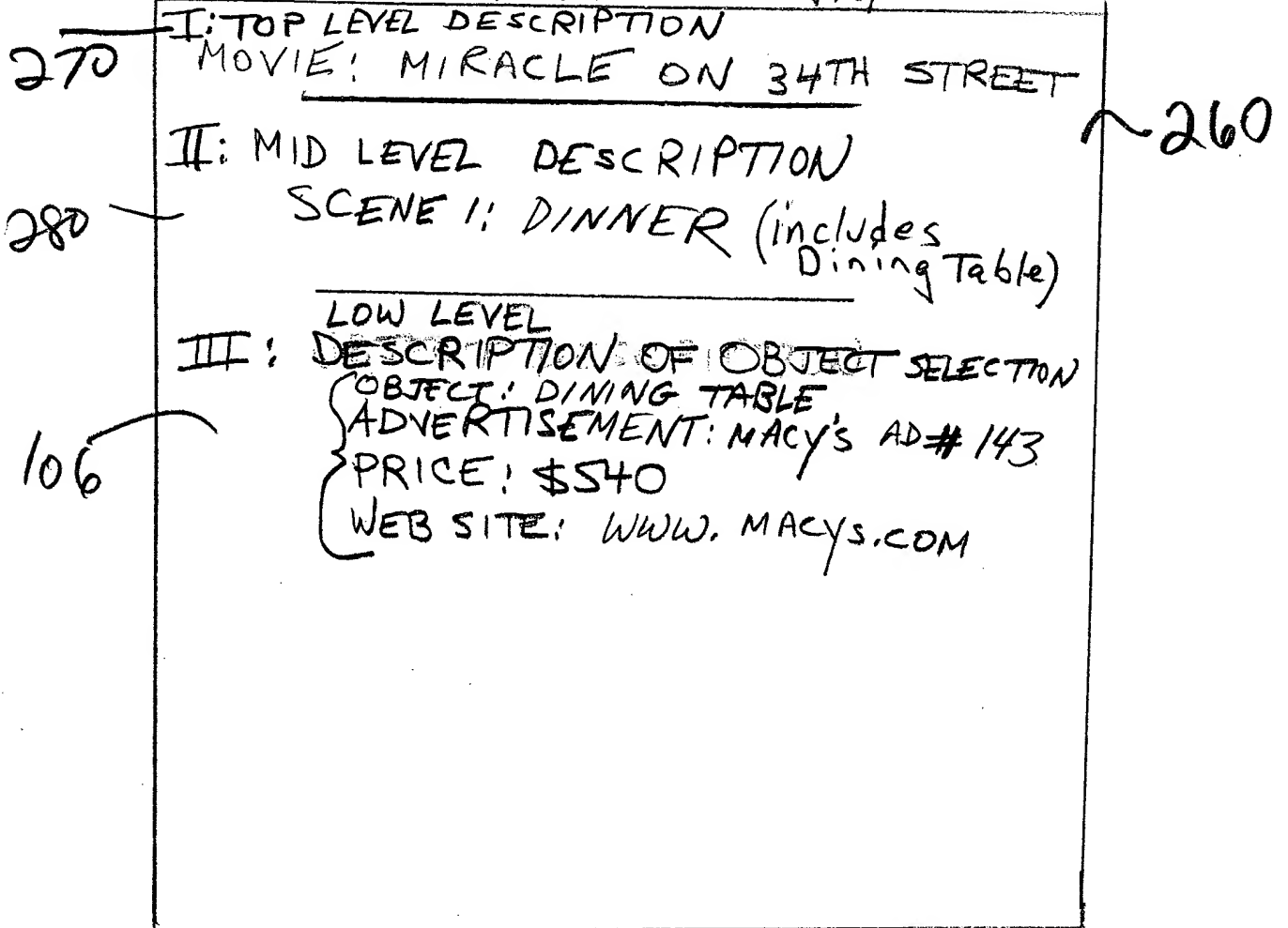


FIG. 8

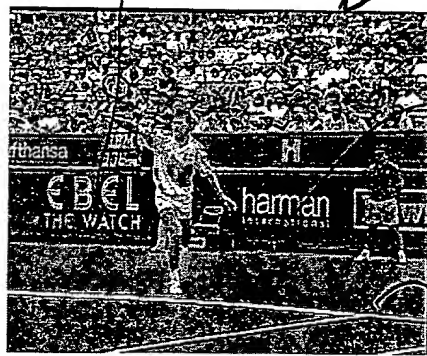


FIG. 9